

# Department of Tourism



## Agency Performance Dashboard

Q3 FY2017

### Economic Development

#### Increase the economic impact of visitor spending on Wisconsin's economy

**Metric Definition** The total of direct, indirect and induced visitor spending.



Goal Met	Current	Previous	Target	Trend
	\$20.0 billion	\$19.3 billion (2015)	\$20 billion	

**Reporting Cycle** Annual (calendar year)

**Additional Details** Spending is defined as follows: direct (visitor spending on recreation, lodging, restaurants, and attractions); indirect (expenditures to business sectors that support tourism - food wholesalers, farmers, publishing); and induced (benefits to the economy as tourism employees spend money earned in the local economy). Research is conducted by Longwoods International and Tourism Economics and will be available next quarter for 2016.

#### Generate earned media to promote travel opportunities in WI

**Metric Definition** Value of media coverage earned based on cost to buy an ad in the same space.


Goal Met	Current	Previous	Target	Trend
	\$28.3 million	\$50.3 million	\$62 million	

**Reporting Cycle** Quarterly (January 1, 2017 - March 31, 2017)

**Additional Details** Target is annual. This has an impact on the state economy, job creation, and elevates our budget to be competitive with other states. There are seasonal fluctuations in media coverage.

#### Increase visitor spending from international markets

**Metric Definition** Economic impact/visitor spending of international and Canadian visitors.



Goal Met	Current	Previous	Target	Trend
In Progress	N/A	\$550 million (2015)	\$1 billion	

**Reporting Cycle** Annual (calendar year)

**Additional Details** Research is conducted by Longwoods International and Tourism Economics and available next quarter for 2016.

## Increase economic impact of meetings, conventions, and sporting events

**Metric Definition** Increase the number of sales leads generated through shows attended.

Goal Met	Current	Previous	Target	Trend
	79	68	100	



**Reporting Cycle** Annual (calendar year)

**Additional Details** This is a tourism industry cooperative effort with the destination interested in hosting meetings, conventions, and sporting events. There are fluctuations depending on show season.

## Reform and Innovation

### Fans who like Travel WI Facebook page

**Metric Definition** Number of fans who like the Travel WI Facebook Page.



Goal Met	Current	Previous	Target	Trend
	447,323	443,138	450,000	

**Reporting Cycle** Quarterly (January 1, 2017 - March 31, 2017)

**Additional Details** Social media is an effective communication channel and consumers expect brands to provide information in this manner. There are seasonal fluctuations and are dependent on marketing plans.

### Increase visits to travelwisconsin.com

**Metric Definition** People who visit travelwisconsin.com for events, articles, and seasonal reports.

Goal Met	Current	Previous	Target	Trend
	1.9 million	2 million	1.6 million	



**Reporting Cycle** Quarterly (January 1, 2017 - March 31, 2017)

**Additional Details** Traditional marketing along with innovative email, digital, and content marketing are driving traffic to our website to get more information. There are seasonal fluctuations. This number is up from the same period last year.

## Efficient and Effective Services

### Customer service training

**Metric Definition** Number of industry people trained in customer service.



Goal Met	Current	Previous	Target	Trend
	1,173	465	481	

**Reporting Cycle** Quarterly (January 1, 2017 - March 31, 2017)

**Additional Details** Exceptional customer service enhances the visitor experience in Wisconsin. People trained come from many economic sectors including health care, finance and insurance.

## Community tourism assessments

**Metric Definition** Number of completed destination assessments.

Goal Met	Current	Previous	Target	Trend
	2	0	1	



**Reporting Cycle** Quarterly (January 1, 2017 - March 31, 2017)

**Additional Details** Through a strategic planning process, tourism amenities are identified and development projects planned.

## Customer/Taxpayer Satisfaction

### Decrease time spent by grant applicants on preparing and submitting grants

**Metric Definition** Reduce grant processing time for grant applicants by 25%.

Goal Met	Current	Previous	Target	Trend
	14.5 hours	15 hours	14.5 hours	

**Reporting Cycle** Quarterly (January 1, 2017 - March 31, 2017)

**Additional Details** A new system for online grant submission launched in July 2015. Tourism awards grants for new and existing events, sales promotions, destination marketing, sports, meetings and convention promotion, and for the Tourism Information Center.